



# HOWARD MARKLEIN

STATE SENATOR • 17<sup>TH</sup> SENATE DISTRICT

## Capitol Update By Senator Howard Marklein November 13, 2015

### *UW Platteville: A Good Investment*

Growing up on my family's farm in Spring Green, we learned the value of hard work and the importance of an education. Higher and vocational education is a critical component to the success of Wisconsin's economy and our communities in southwest Wisconsin. Unfortunately for many potential students and families, the costs of an education beyond high school are rising quickly and the job market for recent graduates can be inconsistent.

Recently we have seen some good statistics about the University of Wisconsin-Platteville, in my senate district. A recent survey of the average starting salaries of graduates from institutions in Wisconsin showed UW-Platteville ranked second highest in our state behind only the Milwaukee School of Engineering (MSOE), where tuition is nearly five times the amount of UW-Platteville!

The average starting salary for a UW-Platteville graduate is \$48,800. Among public institutions, UW-Madison follows at \$46,400 with UW-Eau Claire starting at \$44,700. UW-Platteville graduates still fair better than those from other private universities in Wisconsin; Viterbo (\$47,400), Marquette (\$46,300) and Marian (\$45,800). This is pretty good news considering that those private schools cost at least two-times as much as UW-Platteville.

Top Ten Starting Salaries for Graduates

School	Average Starting Salary	College Tuition (In State)	Student Living Costs	Total Student Cost
Milwaukee School of Engineering	\$59,600	\$32,370	\$14,799	\$47,169
UW-Platteville	48,800	7,457	10,330	17,787
Viterbo University	47,400	22,670	10,833	33,503
UW-Madison	46,400	10,378	13,440	23,818
Marquette University	46,300	33,244	16,900	50,144
Marian University	45,800	23,440	8,570	32,010
UW-Eau Claire	44,700	6,685	9,750	16,435
Cardinal Stritch University	43,500	24,330	15,019	39,349
UW-Milwaukee	43,300	9,181	15,377	24,558
UW-Stout	43,200	8,944	9,520	18,464

\*Source: Smartasset.com

High starting salaries are an indicator that a university is focused on training students for high pay and in demand job fields. UW-Platteville graduates are not only earning high salaries after graduating, but are also paying less in tuition, reducing the pressure on student and family budgets.

The combination at UW-Platteville of keeping student cost low while maximizing a student's earning potential is important because it results in graduates having a lower investment relative to earning potential, or a high return on investment (ROI). Another annual survey of colleges across the country ranked UW-Platteville first for ROI in Wisconsin. In this case, ROI takes into account a graduate's earnings potential and the low cost of earning a degree.

### **Best Return on Investment in Wisconsin**

School	Annual Return on Investment	Typical Years to Graduate	Average Student Loan Amount
UW-Platteville	11.2%	5	\$25,000
UW-La Crosse	9.3	5	26,080
UW-Stout	9.3	5	28,400
UW-Madison	8.7	4	30,480
UW-Eau Claire	8.7	5	25,600
UW-Whitewater	8.1	5	26,400
UW-Milwaukee	7.7	5	28,400
Milwaukee School of Engineering	7.2	4	32,640
UW-Oshkosh	7.0	5	25,520
UW-Stevens Point	7.0	5	24,080

**\*Source: payscale.com**

The ROI at UW-Platteville is nearly two percent more than the next institution, UW-La Crosse (9.3%). When compared to MSOE (7.2% ROI), UW-Platteville is four points higher in ROI than the only other private institution to make the list. The other UW schools hover around 7-8% ROI, which demonstrates UW-Platteville's affordability and effectiveness among its peers.

For more information and to connect with me, visit my website <http://legis.wisconsin.gov/senate/17/marklein> and subscribe to my weekly E-Update by sending an email to [Sen.Marklein@legis.wisconsin.gov](mailto:Sen.Marklein@legis.wisconsin.gov). Do not hesitate to call 800-978-8008 if you have input, ideas or need assistance with any state-related matters.